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Upcoming communication organization meetings...USDA Outlook... changes in Joint Committee on Printing regulations...more soundsheets...amazing farm folks...more amazing facts...drought and disaster assistance...the editor is on vacation, so don't hold him responsible for what you find here.

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FALL MEETINGS

Although the summer sun is still high in the shimmering skies, you might want to start thinking about the fall meetings of agricultural communications organizations. Here are four:

American Agricultural Editors' Association, October 26-28, Hyatt Regency, Kansas City, Mo. Contact is Jim Lilly, acting secretary-treasurer, Prairie Farmer, 2001 Spring Rd., Oak Brook, Ill. 60521. (312) 323-3800.

Agricultural Relations Council, October 28-30, Hyatt Regency, Kansas City, Mo. Contact is Roy Battles, 6501 El Nido Drive, McLean, Va. 22101, (703) 356-8221.

National Association of Farm Broadcasters, November 13-16, Crown Center Hotel, Kansas City, Mo. Contact is George Logan, WIBW, Topeka, Kans. 66601, (913) 272-3456.

Newspaper Farm Editors of America, November 22-24, Ramada Inn, Champaign, Ill. Contact is Mike Carr, Farm Editor, Decatur Herald and Review, Decatur, Ill. 62523, (217) 429-5151.

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USDA OUTLOOK MEETING

Another date to put on your fall calendar is the 1980 USDA Agricultural Outlook Conference. It will be held in Jefferson Auditorium and other meeting rooms November 17-20.

The head honcho for the Outlook event is Jack Roney, 3510 South Building, USDA, (202) 447-5447. Jack is director of information for the World Food and Agricultural Outlook and Situation Board, or WFAOSB for short--if you can call that "short."

If you want to come up with a name for that board that is short and snappy, inclusive, and one which we can all remember more easily, get in touch with Jack. Don't tell him we sent you.

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PROPOSED JCP CHANGES

The Joint Committee on Printing has published proposed changes for its JCP "bible": Printing and Binding Regulations, No. 24, April 1977. The Committee is requesting comments by September 3 from "as wide an audience as possible."

The proposed changes broaden the present definition of "duplicating/copying" to include a detailed definition of electronic printing, electronic printing systems, and copying. Any electronic printing systems which utilize computer technology would require written approval from JCP before the equipment could be purchased. In general, this would include equipment that can perform composition, with or without plate-making, to reproduce an image and sort or collate printed pages.

New paragraphs are added to define a departmental printing facility, which, in general, is one that can produce 40 copies or more per minute. That facility would not be permitted to produce more than 100 copies of any end product or more than 3,000 production units of any single sheet without prior written authorization from the Central Printing and Publications Management Organization (CPPMO) in the department.

The CPPMO would be a central management organization under the direct supervision of the Secretary which would be responsible for:

- Conducting a cost-effective, coordinated program controlling all printed and microform materials developed and distributed by the department.

- Controlling the department's printing equipment, facilities, and plants.

- Assuring the most efficient and cost-effective performance of printing and copying services and the "non-utilization of copying equipment for production of printing."

- Monitoring the preparation, review, and timely submission of required reports.

In addition, a contractor would not be permitted to produce more than 3,000 units of one sheet or 100 pages of any end product without an okay from the JCP. A grantee could produce a like number. Contractors could produce up to 250 duplicates from an original microform.

Acquisition of tandem or two-unit perfecting presses would have to be reported to the JCP within 30 days.

If you want more details on the proposed changes, see The Congressional Record, August 1, 1980, pages H 7024-26.

SOUNDSHEET MESSAGES

Cornell University is using soundsheets to distribute an effective PR "gimmick" for 4-H, reports Gordon Webb. The Cornell radio staff produced an audio promo which was reproduced on "soundcards"--which are 6x6 cards, to which the film soundsheets are attached.

The soundcards show photos of 4-H kids in action with a headline in large type which says "Learning is fun because 4-H is for Everyone." The type on the soundsheet film reads: "4-H in your neighborhood, too! Your friends already in 4-H tell what they are doing. Listen in!"

Webb says they hand out the soundcards at high school assemblies throughout the state. The message on the soundsheet incorporates a custom 4-H jingle, and "the sound quality is excellent," Webb attests.

The back of the soundcard carries more 4-H promotion, starting with: "4-H is for everyone. Boys and girls in 4-H have fun doing what you like to do, whether you live in the country or in the city."

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THOSE AMAZING FARM
FOLKS

Farmers continue to increase their productivity at an amazing rate, notes GPA's Larry Marton. ESCS figures show that one farm worker now feeds 68 people (up from 47 in 1970 and 16 in 1950). That's a handy figure to use in copy and speeches.

Those 68 people consist of 48 here in the United States and 20 overseas who use our exports.

Those 68, by the way, are fed by one U.S. farm worker, not one farmer. The figure per farmer would be much larger. Farm workers include farmers, family help, and hired farm workers.

If you want to make a comparison with other countries, try this: African and Asian farmers produce an average of 4,409 pounds of raw food products each; Russian farmers, 33,069; European farmers, 35,274; and U.S. farmers, 375,000 pounds apiece.

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MORE AMAZING FACTS...

U.S. farmers shine on measurements of output here at home, too, says Marton. One measure is output per hour of labor (it's not man-hour anymore). Farmers have tripled their production per hour of labor in the last 20 years. During that same time, the "nonfarm business sector" increased its output per hour of labor by 44 percent.

That means that farmers have increased their productivity per hour six times greater than their nonfarm counterparts.

Yet another measure of productivity is output per unit of input, as the economists would put it. Farmers have doubled their output per unit of input since 1940.

There you have the makings for a few paragraphs in the next speech you work on...or for a publication, release, something for the Director, or just to show off your range of knowledge. If they want to know how come you're so smart, tell 'em you read "Inside..."

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DROUGHT ASSISTANCE

Bill Whyte, GPA, and several agency information directors have put together the latest on drought assistance. It's in a publication called "Drought Assistance Available from the U.S. Department of Agriculture."

The report summarizes in easy-to-read language what is available from ASCS, Cooperative Extension, Farmers Home Administration, Federal Crop Insurance Corporation, Forest Service, Office of Transportation, and the Soil Conservation Service.

It's handy information to have...summarizing in a nutshell what's available from more than a dozen programs. If you want a copy, get in touch with Bill Whyte in GPA, (202) 447-5746. Better hurry before the drought turns to floods.

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SPEAKING OF DISASTERS

You can also get a new publication called "Natural Disaster Assistance Available from the U.S. Department of Agriculture. It covers such disasters as fire, flood, disease outbreaks, pest infestations, violent weather, wildlife starvation, and the like.

The publication highlights the types of assistance available and tells you what agencies handle the various programs. For a copy, contact Bill Whyte, GPA. It's just the thing to have if you're hoping for the best but want to be prepared for the worst.

"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land-Grant Universities. Send contributions to Hal R. Taylor, Acting Director of Public Affairs, (202) 447-5247.